

We claim:

1. A printing method, which comprises:  
printing a printing material in a combined printing process with two ink systems, and thereby  
first printing onto the printing material an ink selected from the group of solvent-based inks and radiation-curing inks;  
subsequently creating an embossing structure of the printing material by embossing the printing material; and  
subsequently printing onto the embossing structure at least one offset ink with an offset printing process.
2. The method according to claim 1, wherein the ink selected in the first printing step is a metallic ink.
3. The method according to claim 1, wherein the first printing step comprises printing the printing material several times with inks selected from the group consisting of solvent-based and radiation-curing inks prior to printing with the offset ink.
4. The method according to claim 1, wherein the first printing step comprises a flexographic printing process.
5. The method according to claim 1, which comprises intermittently drying the printing material after each printing with solvent-based ink by supplying air.
6. The method according to claim 1, which comprises drying the printing material after each printing with radiation-curing ink by performing a process selected from the group consisting of UV irradiation and electron irradiation.
7. The method according to claim 1, which further comprises, after the step of printing with the offset ink, printing the printing material with a water-based ink.
8. The method according to claim 7, wherein the printing material is finally printed with a clear varnish.
9. The method according to claim 7, wherein the final printing step comprises printing with a flexographic printing process.
10. The method according to claim 1, wherein the embossing step comprises finely structuring the printing material.
11. The printing method according to claim 1, which comprises performing the printing steps inline with a hybrid printing machine having;  
a flexo printing unit;  
an offset printing unit disposed downstream of the flexo printing unit in a travel direction of printing product through the printing machine; and  
a dryer selected from the group consisting of a UV dryer, an electron-beam dryer, and an air-stream dryer integrated in the flexo printing unit.
12. The printing method according to claim 1, which comprises performing the printing steps inline with a hybrid printing machine having:  
a flexo printing unit;  
an offset printing unit disposed downstream of the flexo printing unit in a travel direction of printing product through the printing machine; and a dryer selected from the group consisting of a UV dryer, an electron-beam dryer, and an air-stream drying unit disposed between the flexo printing unit and the offset printing unit.

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Add the Following New Claims:

13. A printing method, which comprises:     /

printing a printing material in a combined printing process, and thereby

printing with a first ink system onto a first printing area of the printing material;

printing with a second ink system onto a second printing area adjoining the first  
printing area;

wherein at least one of the first and second ink systems is a radiation-curing ink; and

subsequently covering the first printing area and the second printing area with a  
closed layer of transparent clear varnish.

14. The method according to claim 13, wherein the first ink system is a radiation-  
curing ink.

15. The method according to claim 14, wherein the first ink system is a UV-curable  
ink.

16. The method according to claim 13, wherein the first ink system is a flexographic  
printing ink.

17. The method according to claim 13, wherein the first ink system is a metallic ink.

18. The method according to claim 13, wherein the second ink system is a radiation-curing ink.

19. The method according to claim 18, wherein the second ink system is a UV-curable ink.

20. The method according to claim 13, wherein the second ink system is a specially mixed ink different from standard colors black, cyan, magenta, and yellow.

21. The method according to claim 13, wherein the second ink system is an offset ink.

22. The method according to claim 13, wherein the clear varnish is a water-based dispersion varnish.

23. The method according to claim 13, which comprises completely covering an entire printing sheet of the printing material with the clear varnish.

24. The method according to claim 13, which comprises first printing the first area with the first ink system and subsequently printing the second area with the second ink system.

25. The method according to claim 13, wherein the printing material is a sheet of printing material.

26. A printing machine for printing in a combined printing process, comprising: ✓

a plurality of printing units disposed and configured to print a first printing area of a printing material with a first ink system, and a second printing area, adjoining said first printing area, with a second ink system;

wherein at least one of the first and second ink systems is a radiation-curing ink; and

and said printing units being disposed and configured to subsequently covering the first and second printing systems with a closed layer of transparent clear varnish.